Product Code

## WTKR-TV 720 Boush Street Norfolk, VA 23510-1583 (757)446-1000

CONTRACT

	Contract / Re	vision	Alt Order #		
	566057	1	07893879	9	
Product OBAMA/P/D SKED A					
Contract Dates	Estimate #		T		
10/02/12 - 10/08/12	//1537				
Advertiser			Original Date	e / Revision	
Obama/D/President			08/03/12	/ 08/03/12	
	Billing Cycle EOM/EOC	Billing Broad	Calendar cast	Cash/Trade Cash	
	Station WTKR	Account Executive Jamie Andrus		Sales Office Washington, D	

Special Handling

Advertiser Code

Advertiser Ref

Demographic Adults 35+

IDB#

8020 Agency Ref

And:

www.wtkr.com

GMMB/Greer Margolis Mitchell & Burns 1010 Wisconsin Avenue Suite 800 Washington, DC 20007

Spots/ Totals \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount 10/08/12 10/08/12 Let's Make A Deal 9am 9-10am :30 2 3 NM \$490.00 2 Weekdays Spots/Week Start Date **End Date** Rate 10/14/12 2 \$245.00 Week: 10/08/12 10/08/12 10/08/12 Price Is Right 11am-12n :30 NM 2 \$590.00 Spots/Week **End Date** Start Date Weekdays Rate \$295.00 Week: 10/08/12 10/14/12 M----2 Price Is Right 10/05/12 11am-12n :30 4 10/02/12 NM 8 \$2,360.00 Start Date **End Date** Weekdays Spots/Week Rate \$295.00 Week: 10/01/12 10/07/12 -TWTF--8 Newschannel 3 News :30 10/05/12 12n-1230pm 10/02/12 NM 5 4 \$840.00 Start Date End Date Weekdays Spots/Week Rate \$210.00 10/07/12 -TWTF--4 Week: 10/01/12 6 3 10/08/12 10/08/12 Newschannel 3 News 12n-1230pm :30 NM 1 \$210.00 **End Date** Weekdays Spots/Week Start Date Rate \$210.00 Week: 10/08/12 10/14/12 1 10/08/12 **CBS** Daytime 1228-3pm :30 7 3 10/08/12 NM 1 \$210,00 Start Date Spots/Week **End Date** Weekdays Rate Week: 10/08/12 10/14/12 \$210.00 :30 10/02/12 10/05/12 **CBS** Daytime 1228-3pm NM 8 \$840.00 Start Date End Date Weekdays Spots/Week Rate \$210.00 Week: 10/01/12 10/07/12 -TWTF--4 10/05/12 Ellen Degeneres 3pm 9 3 10/02/12 3-4pm :30 NM 8 \$1,120.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$140.00 -TWTF--8 10/08/12 10/08/12 Ellen Degeneres 3pm 3-4pm :30 NM 2 V 10 3 \$280.00 Start Date **End Date** Spots/Week Weekdays Rate 10/14/12 Week: 10/08/12 \$140.00 10/08/12 10/08/12 NewsChannel 3 News 5-6am :30 NM 2 V 11 \$330.00 Start Date **End Date** Weekdays Spots/Week Rate \$165.00 Week: 10/08/12 10/14/12 10/05/12 NewsChannel 3 News :30 NM 8 V 12 3 10/02/12 5-6am \$1,320,00 **End Date** Spots/Week Weekdays Start Date Rate 10/07/12 -TWTF--8 \$165.00 Week: 10/01/12

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Contract / Revision Alt Order# 566057 07893879 **Contract Dates** Product Estimate # 10/02/12 - 10/08/12 OBAMA/P/D SKED A //1537 Advertiser Original Date / Revision 08/03/12 / 08/03/12 Obama/D/President

*Live Ch Otari Data End Data Decembring	O4-4/5-4 T	Spots/		Tot	
*Line Ch Start Date End Date Description  Start Date End Date Weekdays Spots/Week	and the second second second	Days Length Week Rate	Type S	3pots	Amount
N 13 3 10/02/12 10/05/12 Newschannel 3 News	Rate 6-7am	:30	A IA		<b>64 700 00</b>
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	8	\$1,760.00
Week: 10/01/12 10/07/12 -TWTF 8	\$220.00				
N 14 3 10/08/12 10/08/12 Newschannel 3 News	6-7am	:30	NM	2	\$440.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12         M         2	Rate \$220.00				
N 15 3 10/08/12 10/08/12 CBS This Morning	7-9a	:30	NM	2	\$280.00
Start Date End Date Weekdays Spots/Week	Rate			-	Ψ200.00
Week: 10/08/12 10/14/12 M 2	\$140.00				ALIAN PENNEN PENNE
N 16 3 10/02/12 10/05/12 CBS This Morning Start Date End Date Weekdays Spots/Week	7-9a Rate	:30	NM	13	\$1,820.00
Week: 10/01/12 10/07/12 -TWTF 13	\$140.00				
N 17 3 10/06/12 10/06/12 Early Show Saturday		:30	NM	1	\$70.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$70.00				
N 18 3 10/07/12 10/07/12 CBS Sunday Morning	9-1030am	:30	NM	1	\$245.00
Start Date End Date Weekdays Spots/Week	Rate		14101	1	φ245.00
Week: 10/01/12 10/07/12S 1	\$245.00				
N 19 3 10/07/12 10/07/12 Face the Nation Start Date End Date Weekdays Spots/Week	1030-11am Rate	:30	NM	1	\$295.00
Week: 10/01/12 10/07/12S 1	\$295.00				
N 20 3 10/02/12 10/05/12 NewsCha 3 News First @ 4	p 358-5pm	:30	NM	4	\$660.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         4	<u>Rate</u> \$165.00				
Week: 10/01/12		.20			*****
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	1	\$165.00
Start Date Week: 10/08/12End Date 10/14/12Weekdays MSpots/Week 1	\$165.00				
N 22 3 10/08/12 10/08/12 Newschannel 3 News	5-530pm	:30	NM	1	\$210.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12         M         1	<u>Rate</u> \$210.00				
N 23 3 10/02/12 10/05/12 Newschannel 3 News	5-530pm	:30	NM	4	\$840.00
Start Date End Date Weekdays Spots/Week	Rate				40.00
Week: 10/01/12	\$210.00				
N 24 3 10/02/12 10/05/12 Newschannel 3 News Start Date End Date Weekdays Spots/Week	530-6pm <u>Rate</u>	:30	NM	4	\$980.00
Week: 10/01/12 10/07/12 -TWTF 4	\$245.00				
N 25 3 10/08/12 10/08/12 Newschannel 3 News	530-6pm	:30	NM	1	\$245.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 M 1	<u>Rate</u> \$245.00				
N 26 3 10/08/12 10/14/12 Newschannel 3 News	6-630pm	:30			****
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	1	\$310.00
Week: 10/08/12 10/14/12 M 1	\$310.00				
N 27 3 10/02/12 10/05/12 Newschannel 3 News	6-630pm	:30	NM	4	\$1,240.00
Start Date         End Date         Weekdays         Spots/Week           Week; 10/01/12         10/07/12         -TWTF         4	<u>Rate</u> \$310.00				
N 28 3 10/02/12 10/05/12 Late Night with David Letter		:30	NM	4	\$660.00
Start Date End Date Weekdays Spots/Week	Rate			7	Ψ000.00
Week: 10/01/12	\$165.00				
N 29 3 10/08/12 10/08/12 Late Night with David Letter	m1135pm-1237am	:30	NM	1	\$165.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Contract / Revision Alt Order # 566057 07893879 Contract Dates Product Estimate # 10/02/12 - 10/08/12 OBAMA/P/D SKED A //1537 Advertiser Original Date / Revision Obama/D/President 08/03/12 / 08/03/12

*lina Ch	Ctart Data Ena	Deta Danadati		0/= .=.	_	Spots/		<u>T</u>	otals
			On Control	Start/End Time	Days	Length Week	Rate Ty	/peSpots	Amount
Week: 10/	rt Date End Dat 08/12 10/14/12	<u>Weekdays</u>	Spots/vveek 1	Rate \$165.00					
N 30 3 Sta Week: 10/	10/08/12 10/0 rt Date End Dat 08/12 10/14/12	e Weekdays		11-1135p <u>Rate</u> \$395.00		:30	N	1 1	\$395.00
N 31 3	10/02/12 10/0	5/12 Late News		11-1135p		:30	Ŋ	NM 4	\$1,580.00
N 32 3 Sta Week: 10/	10/06/12 10/0 rt Date End Dat 01/12 10/07/12	e Weekdays	S (Sa-Su) Spots/Week 2	11-1135p <u>Rate</u> \$295.00		:30	N	M 2	\$590.00
Week: 10/	rt Date <u>End Dat</u> 01/12 10/07/12	-TWTF	Spots/Week 4			:30	٨	IM 4	\$1,020.00
	10/08/12 10/0 rt <u>Date End Dat</u> 08/12 10/14/12	<u>Weekdays</u>	Spots/Week 1	7-730pm <u>Rate</u> \$255.00		:30	N	JM 1	\$255.00
Week: 10/0	rt <u>Date</u> <u>End Date</u> 08/12 10/14/12	Weekdays	Spots/Week 1	730-8pm <u>Rate</u> \$255.00		:30	Ν	JM 1	\$255.00
N 36 3 <u>Sta</u> Week: 10/0	rt Date End Date	Weekdays	Spots/Week 4	730-8pm <u>Rate</u> \$255.00		:30	٨	IM 4	\$1,020.00
N 37 3 <u>Sta</u> Week: 10/0	t Date End Date 01/12 10/07/12	Weekdays	Spots/Week 1	730-8pm <u>Rate</u> \$70.00		:30	N	IM 1	\$70.00
N 38 3 <u>Sta</u> Week: 10/0	t Date End Date	3/12 Wednesda <u>Weekdays</u> W	y Prime Spots/Week 1			:30	N	IM 1	\$1,765.00
Week: 10/0	t Date	5/12 Saturday F <u>Weekdays</u> S-		10-11pm <u>Rate</u> \$455.00		:30	N	IM 1	\$455.00
V 40 3 <u>Star</u> Week: 10/0	t Date End Date	7/12 Sunday Pr <u>Weekdays</u> S		7-8pm <u>Rate</u> \$2,100.00		:30	N	1 1	\$2,100.00
	10/06/12 10/0 t Date End Date 01/12 10/07/12	Weekdays		330-7p <u>Rate</u> \$1,500.00		:30	N	M 4	\$6,000.00
Time Period	#0	f Spots Gros	s Amount	Net Amount		Totals		120	\$34,480.00
10/01/12 -	10/08/12	120 \$3	34,480.00	\$29,308,00					

**Fotals** 120 \$34,480.00 \$29,308.00

Signature:	Date:	
•	-uco.	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.